



Proclamation

Presented

In Recognition of National Meth Awareness Day

WHEREAS, the Hawaii Meth Project, launched in June 2009, is a large-scale, statewide prevention program aimed at reducing Meth use through public service messaging, public policy and community outreach; and

WHEREAS, the Hawaii Meth Project is a program part of the Meth Project, a national organization that oversees individual state programs currently running in Arizona, Colorado, Georgia, Hawai'i, Idaho, Illinois, Montana and Wyoming; and

WHEREAS, the Hawaii Meth Project's goal is "to arm teens and young adults across the state with the facts about methamphetamine so that they can make well-informed decisions when presented with the opportunity to try it"; and

WHEREAS, the Hawaii Meth Project conducts extensive statewide surveys and focus group research to more thoroughly understand attitudes and behaviors related to methamphetamine in Hawaii; this research provides the foundation for Hawaii Meth Project's messaging and communication programs; and

WHEREAS, the Hawaii Meth Project activities:

- Increases awareness about the severity of the Meth problem;
- Influences public dialogue to find solutions;
- Builds partnerships with local, state and federal agencies; and

WHEREAS, the Hawaii Meth Project has received notable recognitions for its uncompromising approach and demonstrated impact towards its advertising; the program has won 45 awards including 11 Gold ADDY Awards, 19 Silver ADDY Awards, 2 GOLD Effie Awards and the Cannes Lions Award at the Cannes International Advertising Festival; and

WHEREAS, the Hawaii Meth Project joins the United States Department of Justice, in partnership with the Office of National Drug Control Policy, the United States Department of Health and Human Services and the United States Department of Labor in recognizing **National Meth Awareness Day** on November 30, 2011; the Hawaii Meth Project urges all supporters of **National Meth Awareness Day** to wear black in observance of this special occasion;

THEREFORE I, NEIL ABERCROMBIE, Governor, and I, BRIAN SCHATZ, Lieutenant Governor of the State of Hawai'i, do hereby proclaim November 30, 2011 as

"NATIONAL METH AWARENESS DAY"

in Hawai'i and urge the people of the Aloha State to support the Hawaii Meth Project and its mission of raising awareness about the health implications of crystal methamphetamine use.

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, this twenty-seventh day of September, 2011.

NEIL ABERCROMBIE

Governor, State of Hawai'i

BRIAN SCHATZ

Lt. Governor, State of Hawai'i